

EVENTS AND FESTIVALS SPONSORSHIP FUND

APPLICATION GUIDELINES

RECREATION, SPORTS, AND EVENTS

ENQUIRES: EVENTSFUNDING@CCC.GOV.T.NZ

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1 INTRODUCTION

Council sponsorship for events that bring people together, attract visitors, and strengthen the identity of Ōtautahi, Christchurch and Te Pātaka o Rākaihautū, Banks Peninsula.

The Events and Festivals Sponsorship Fund supports public events that help make Ōtautahi, Christchurch and Te Pātaka o Rākaihautū, Banks Peninsula, a vibrant and welcoming place to live and visit. The fund aligns with the [Events Policy Framework](#) and the [Community Events Implementation Plan](#).

This fund supports a variety of events including:

- **Community Festivals:** Events that celebrate local culture, arts, and heritage.
- **Sporting Events:** Large scale/mass participation events that engage the community and/or attract visitors to our city.
- **Cultural Celebrations:** Events that promote diversity and inclusivity within Christchurch.
- **Music and Arts Festivals:** Public performances or concerts with wide audience appeal that enrich the city's cultural landscape.

The minimum sponsorship amount is \$5,000. There is no maximum amount an event organiser can apply for. However, the Council prefers to provide sponsorship alongside other funding or sponsorship partners, rather than being the sole funder.

2 APPLYING FOR FUNDING

Before you apply for [Events and Festivals Sponsorship Funding](#) from the Christchurch City Council, please make sure you:

- read this guide carefully to ensure you fully understand the eligibility requirements, assessment criteria and any post-event requirements
- prepare any required information, including the budget, within sufficient time to meet the fund deadlines
- provide all requested supporting information

If your event has been held or funded through the Events and Festivals Sponsorship Fund previously you are eligible to apply for multi-year (up to three years) funding.

3 ELIGIBILITY

To apply for Events and Festivals Sponsorship funding, both the event and the event organiser must meet all of the following requirements.

Event location and scale:

- The event must take place within Christchurch City Council boundaries.
- The event must be a public event.

Event timing and format:

- The event must have clear start and finish dates.
- The event must be a single event, not a programme or series of multiple events.
- The event must not have already taken place before 1 July of the year the application is made.
- The event must be delivered within the timeframe stated in the application.

Organisation requirements:

- The organisation responsible for the event must be a legal entity, such as:
 - a trust
 - a company
 - an incorporated society
- The organisation must not have any outstanding debt owing to Christchurch City Council or any Council-controlled organisation.
- If the application is successful, the organiser must sign a sponsorship agreement and comply with the Council's terms and conditions.

Disclosure and compliance:

- The organiser must fully declare all other funding related to the event, including:
 - Christchurch City Council funding
 - local board funding
 - Council-controlled organisation funding
 - grants, koha, or donations
- The organiser must comply with all Council regulatory and legal requirements, including:
 - obtaining all required permits and consents
 - meeting all required timeframes

Insurance:

- All events receiving funding must hold current public liability insurance that covers:
 - the proposed activity
 - the location where the event will be held

Sporting events (if applicable):

- If the application is for a sporting event, the event must be officially recognised by the relevant national governing body for that sport.

4 INELIGIBILITY

4.1 INELIGIBLE EVENTS

The following events are not eligible for Events and Festivals Sponsorship funding:

Event type:

- Private or invitation-only events, including private functions, corporate lunches, or dinners.
- Religious, political, or advocacy-focused events, where the main purpose is to promote religious beliefs, political positions, or social activism.
- Industry or business-focused events, including conferences, conventions, trade shows, expos, or networking events.
- Commercial, promotional, or PR-driven events, such as product launches, brand activations, exhibitions, or award ceremonies primarily designed to market a product, service, or organisation.
- Workshop-based programmes, education initiatives, or facilitated training activities that are not delivered as a public event or festival.

Frequency and timing:

- Regularly recurring events, including monthly or frequent markets, pre-season or warm-up fixtures, or regular-season sports games.
- Events that have already been held.
- Biennial events, except in the year the event is being held.

Safety and funding:

- Events that may harm public safety or wellbeing, pose a significant risk to the public or Council, or promote divisive or exclusionary content.
- Events that have applied for or received other Christchurch City Council or ChristchurchNZ funding for the same operational costs.

4.2 INELIGIBLE COSTS

The Events and Festivals Sponsorship Fund cannot be used to pay for the following costs:

- **General Operating & Capital Costs:**
 - Capital expenses, including infrastructure, venue construction, or equipment purchases.
 - Office rent or accommodation.
 - Utilities and maintenance, including power, phone, internet, or servicing fees.
 - Website design or ongoing website operating costs.
 - Stock purchases or investment activities.
- **Staffing & Performance Fees:**
 - Salaries or wages, including staff, contractors, or event organisers.
 - Artist, performer, or appearance fees.
- **Legal, financial and insurance costs:**
 - Legal expenses, including mediation, tribunal matters, ACC claims, or court proceedings.
 - Fines or penalties, including IRD penalties or retrospective tax payments.
 - Loan repayments, refinancing, or debt servicing.

- Insurance premiums or the purchase of insurance policies.
- **Travel and transport:**
 - Travel costs, including flights, accommodation, or transport allowances.
 - Vehicle purchases.
 - Vehicle operating costs, including maintenance, repairs, or road user charges.
- **Other ineligible costs:**
 - Alcohol purchases.
 - Medical expenses.
 - Prize money or entry fees.
 - Funds intended to be passed on to others, including grants, sponsorships, donations, or aid funding.

4.3 RETROSPECTIVE AND NON-COMPLIANT EVENTS

Funding will not be provided for:

- Costs that have already been incurred.
- Event-related losses.
- Events that have breached previous Council funding agreements, including post-event reporting obligations, unless a clear commitment has been made to resolve the issue.

5 PREPARING YOUR APPLICATION

Please make sure you are clear about the items for which you are applying for Council support. Once the decision has been made and approved by the Council, these details cannot be changed.

- Complete all sections of the application form.
- Incomplete forms will not be considered
- You must identify how your event aligns to the criteria of the fund

The minimum sponsorship amount is \$5,000. There is no maximum amount an event organiser can apply for. However, the Council prefers to provide sponsorship alongside other funding or sponsorship partners, rather than being the sole funder.

6 ASSESSMENT CRITERIA CONSIDERATIONS

Eligible applications are prioritised for support from the contestable Events and Festivals Fund based on criteria. The support provided by the Council is based upon the assessed benefits of the event on the city as a whole.

6.1 A BALANCED CALENDAR OF EVENTS

- Event fills an identified gap in the City's event calendar (May to September)
- Is unique to other events in the City
- Fills an identified gap or priority such as:
 - Profiles Christchurch and its diverse venues and open spaces
 - Is not directly duplicating a similar event or parts thereof in the city

6.2 POSITIVE COMMUNITY BENEFITS

- Brings people together to share memorable experiences
- Provides an opportunity for participation in recreation and sports activities
- Encouraging local talent to emerge and thrive
- Cultural expression and engaging with the current and new diverse communities
- How events can work together to share resources
- Capability building of community organisations

6.3 AMOUNT OF COMMUNITY SUPPORT, INVOLVEMENT AND/OR ACTIVE PARTNERSHIPS IN THE EVENT

- Through partnerships grow and strengthen networks and opportunities to share Kaupapa Māori
- Commercial sponsors
- Associated community, city or national organisations
- Volunteers
- Non-government organisations
- Charitable trusts

6.4 ECONOMIC IMPACT

- Stimulates economic activity
- Leverages opportunities for local businesses/hospitality industry/suppliers
- Attracts visitors to the city and boosts the economy
- For an existing event, how effectively the event has been run in the past

7 ASSESSMENT CRITERIA WEIGHTINGS

Event offering alignment (20%) - The degree of alignment with the city's events calendar, including its contribution to a balanced schedule and its ability to fill identified gaps between May and September. This includes date and uniqueness of event concept (is the event unique to Ōtautahi, not an event duplicated elsewhere in the city or surrounds). Events that are free to attend or have significant free aspects will be prioritised.

Community involvement (20%) - The extent to which the event actively involves and connects with community groups, highlighting the distinctiveness of our uniquely Ōtautahi communities. This includes providing lasting benefits to the city, such as supporting local suppliers, fostering community development, promoting local talent, and collaborating with other events to share resources (where appropriate).

Environmental sustainability (15%) - The degree to which the event employs environmentally sustainable practices and reduces their environmental impact.

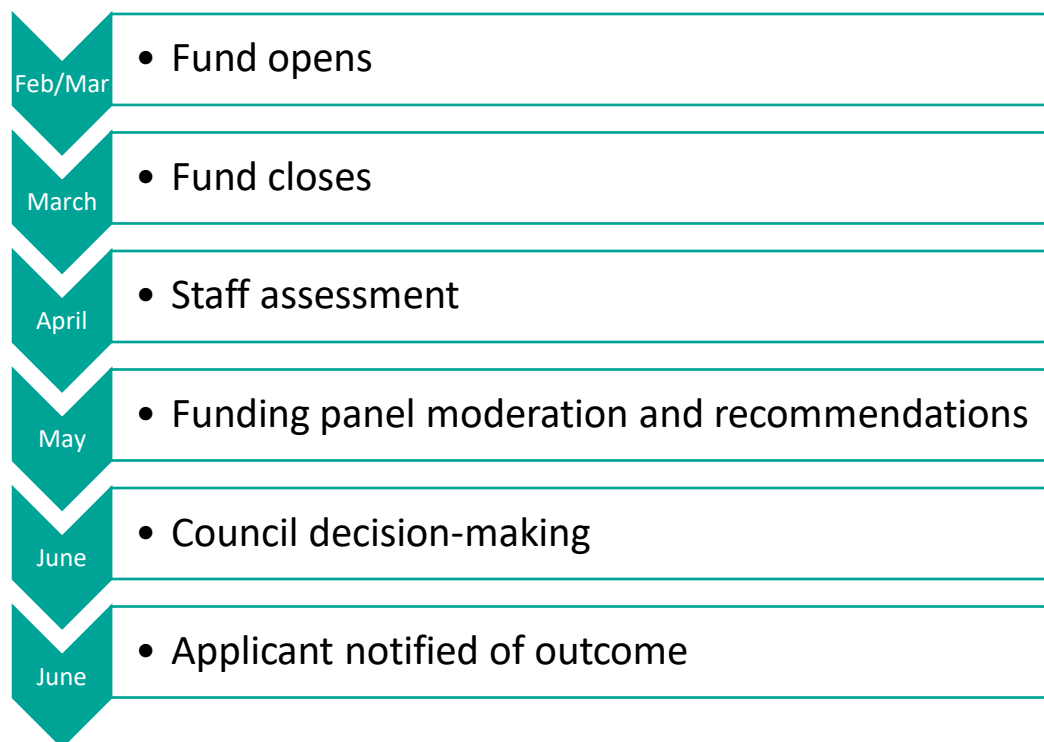
Accessibility (10%) – The degree to which the event is accessible e.g. cost to attend, multiple transport options, mobility access, companion ticketing.

Organisation capability and application standard (20%) - The level of detail and completeness of the information provided, as well as the demonstrated capacity of the organisation to deliver the event. For an existing event, how effectively the event has been run in the past.

Financial viability (15%) - The extent to which the event is supported by external organisations (e.g., commercial sponsorship, ticket sales, non-Council grants), reducing its reliance on Council funding, with the aim of becoming financially self-sustaining in the long term. This includes consideration of benefits to the local economy.

8 ASSESSMENT PROCESS

Applications for funding will be assessed initially by an internal panel. All final decisions are made by the Council.



9 SUPPORTING DOCUMENTS

Please make sure your application form is supported by the following documents:

9.1 EVENT BUDGET

A full and detailed budget outlining all event expenses and income is an essential part of the application for funding. Budget information should be based on quotes from suppliers you intend to use. Multi-year applications need to supply an event budget for each year you are applying for funding towards.

Ensure you include all the relevant regulatory costs involved in your event, such as resource consent fees, costs for the preparation of traffic management plans by an approved contractor, building consents etc.

Please note that the Council will not fund some event-related costs – refer to Ineligibility criteria.

9.2 BUSINESS PLAN

For all multi-year applications, a business plan must be included detailing who you are, what you are offering and where you plan to go with the event. A business plan for events should include an executive summary outlining your event concept, target market, key objectives, and financial projections, followed by detailed sections covering your company overview, market analysis, service offerings, marketing strategy, operational plan, and comprehensive financial plan, all tailored to the specific event type you are planning to host.

9.3 BANK DEPOSIT SLIP OR PROOF OF ORGANISATION BANK ACCOUNT NUMBER

The bank account name MUST be the same as the organisation name. If you are successful, your funding will be deposited into this account.

10 OTHER CONSIDERATIONS

In addition to the above criteria, the following will be considered:

- The anticipated level of attendance including volunteer support, performers and/or competitors
- Potential of the event to grow
- How accessible the event is proposed to be:
 - Universally accessible
 - Transport accessibility
 - Cost, affordability relative to target market
 - Open to anyone who wishes to attend and not constrained to a particular sector of the community – is successfully marketed through appropriate channels
- Whether the event is held once a year or biennial with a sound strategic plan for its development
- The degree to which the event is financially sustainable:
 - The overall cost of the event relative to the scale and benefits of the event
 - The proportion of funding contributed by the organisation
 - The ability to attract/leverage other funders and sponsors
 - The length of time the event has been run and its dependence on public funds
 - Volunteer contribution, capacity and capability
 - How any profits generated by the event are distributed
 - Working towards a strategy for the event to become more financially sustainable including retaining profits from previous events to underwrite the next event
- The degree to which the event uses sustainable practices:
 - Transport planning
 - Sound environmental operations and works to promote green initiatives
 - Participation in the [Sustainable Events Canterbury](#) programme
 - Respects the environment and promotes protection of key assets
- Whether the event is in the appropriate venue for its scale and type and promotes new and existing spaces in the city
- The extent to which the event adds to any cumulative impacts on the city, businesses and local communities (relates to its timing and location relative to other events in the calendar)

11 TERMS AND CONDITIONS OF FUNDING

- The Events and Festivals Fund is capped. The Council is not obliged to grant all of its fund in any year, nor to carry over unallocated amounts to future years.
- Christchurch City Council has the right to share application details within all units of Council and to consult with them on applications.
- The Events and Festivals Sponsorship Fund is limited to events and will not be applicable to conventions, conferences, trade shows and exhibitions.
- The applicant should detail in their application any actual or potential conflict of interest (including anything which might have the appearance of a conflict of interest) which could compromise the decision on the application or bring the process into disrepute.
- All applicants must disclose to Christchurch City Council any other central government or local government funding sources for the event (either confirmed or in process), as well as any corporate or commercial sponsorship arrangements.
- Applicants must not directly or indirectly seek to influence Christchurch City Council's funding decisions in any improper or unethical manner (or in any way which might have the appearance of being so), nor attempt to solicit or garner non-public information from Christchurch City Council which might give an unfair advantage in the application process.
- Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, at all times, and is not misleading whether by omission or otherwise. Each applicant must disclose all matters likely to be material to Christchurch City Council's consideration of its application or which might have a bearing on the outcomes the council expects to be delivered from the funding.
- If circumstances or information changes after making an application, or after the council awards funding, the applicant must immediately notify Christchurch City Council.
- Each applicant consents to Christchurch City Council carrying out due diligence on its application, including the organisations and personnel involved, and relevant track records. The applicant consents to Christchurch City Council making due enquiries from third parties in this regard, and shall provide access to referees upon request.

12 ISSUING FUNDING

Should your application for funding be successful, the following further documents will be required to facilitate your event through the Council. A meeting with the appropriate staff member will be required to initiate the process and ongoing meetings throughout the time frame of receiving the funding.

- Please note that express approval must be sought from the Council for the use of any Christchurch City Council's logos

If you intend on using any outdoor public open space managed by Christchurch City Council you need to submit an [event permit application form](#). A minimum of 6 weeks' notice will be required to process an application. Fees may be applicable for an event permit regardless of the outcome of this application.

Submitting the application form does not constitute as an event permit. You must continue to work with the Event Partnerships and Development Team to submit necessary documentation required to obtain an event permit.

Event permits ensure public safety and amenity in public spaces and assist in the sustainable management of our parks and gardens. For further information, go to the '[Running an Event](#)' page on the Christchurch City Council website.

Follow the steps outlined below to apply for an event permit:

- Submit an online [event permit application form](#) and indicate that you are applying to the Events and Festivals Sponsorship Fund.

12.1 AGREEMENT

- Successful applicants will be required to enter into a written sponsorship agreement with Christchurch City Council which includes terms and conditions, event-specific objectives.
- The maximum term of each agreement is three years. If applying for a multi-year partnership, the application should present a compelling rationale as to how this will support the event's strategic direction.
- The funding decision made by Council is final and is contingent upon the delivery of the event programming outlined within the application submitted. In the event there are significant changes to the event scope and programming, the funding amount may be reviewed.

You will be allocated an Events Partnership Adviser who will begin discussions with you prior to the event.

13 POST-EVENT REPORTING REQUIREMENTS

Within eight weeks of the conclusion of the event, all sponsored events are required to submit a post-event report which reports on the following:

- How you met your **event objectives and conditions** (provide a brief summary).
- **Marketing and Promotion:**
 - List all marketing activity (ads, articles, social media posts etc)
 - Attach examples (copies, screenshots, stats)
- **Attendance numbers:**
 - Total number of attendees/participants
 - How you counted/estimated these
 - For sports events, break down by local, national, international
- **Employment and volunteers:**
 - List paid staff (full-time, part-time, contractors).
 - Number of volunteers and total hours contributed.
- **Financial records:**
 - Attach receipts or financial statements showing how Council funding was spent.
 - Final event budget (projected vs actual income and costs).
- **Waste minimisation report:**
 - Attach your completed waste report template (will be provided).

13.1 SUPPORTING DOCUMENTS TO BE SUBMITTED ALONGSIDE POST-EVENT REPORT:

- Full post-event budget showing actual and confirmed costs
- Copies of receipts showing the expenditure of the Council funding or audited accounts

If a sponsored event fails to submit an adequate post-event report to the satisfaction of Christchurch City Council or fails to deliver each of the event-specific objectives outlined within the sponsorship agreement, then it is at the discretion of the Council as to whether the full sponsorship amount will be paid.